

**REMARKS/ARGUMENTS**

**Summary of Office Action**

Claims 1-6, 8-33, 37, 39-58, 63, 65-68 and 70 are pending in the application.

Claims 1-6, 8-33, 37, 39-58, 63, 65-68 and 70 are rejected under 35 U.S.C. 103(a) as being unpatentable over D'Andrea U.S. Patent No. 5,031,935 (hereinafter "D'Andrea") in view of ISBN 0-439-20822 (hereinafter "ISBN").

**Summary of Applicants' Amendments**

Applicants have amended claims 1, 8, 10, 11, 44, and 45 solely in order to expedite prosecution.

Applicants have added new claim 71 in order to more particularly point out and distinctly claim the subject matter that applicant regards as the invention.

Applicants respectfully traverse the Examiner's rejections. Applicants reserve the right to claim the subject matter lost by any amendment or cancellation in a continuation or divisional application.

**Summary of Examiner Interview**

On or about September 8, 2006, the undersigned conducted a telephonic interview with the Examiner in which the merits of the case were discussed.

More particularly, the Examiner noted that the language "image ... displayed on said support" could include an image that is on a coin that abuts the support.

Applicant noted that an "image ... displayed on said support" means an "image ... displayed on said support" - nothing else. The Examiner noted that wording "image ... printed on said support" may overcome the issue raised by the Examiner's.

Applicants noted that the claims were amended in applicants Reply dated August 21, 2006 solely to expedite prosecution. Applicant restated applicant's contention that the claims as rejected in the Office Action dated March 11, 2006 were, in fact, patentable over D'Andrea and ISBN.

The undersigned would like to thank the Examiner for the courtesies extended in the telephonic Examiner interview.

The 35. U.S.C. 103(a) Rejections

In Applicant's Reply dated August 21, 2006, applicants amended all of the pending claims to include subject matter that the Examiner indicated allowable over D'Andrea in view of ISBN.

Claims 1-6, 8-33, 37, 39-58, 63, 65-68 and 70 have been rejected under 35 U.S.C. 103(a) as being unpatentable over D'Andrea in view of ISBN.

Claims 1 and 45

Claims 1 and 45 have been amended to include an image that is printed on a support.

None of the prior art, used either alone or in combination, shows or suggests applicants' inventions of claim 1, or claim 45, that includes an image printed on a support. For at least this reason, applicant respectfully requests that the Examiner's rejection of claims 1 and 45, and any claims dependent therefrom, be withdrawn.

Claims 8 and 44

Claims 8 and 45 include the feature of an aperture that is a coin-receivable aperture with a diameter equal to

the diameter of a circular coin. This aperture is located on the exterior of a book's cover.

The Examiner stated that "D'Andrea discloses ... the exterior of the first book cover (FIG. 1) defines one aperture (11) not cut all the way through such that a support is provided." (Office Action, page 3).

D'Andrea does not show or suggest any sort of holder on the exterior of a book - let alone a coin-receivable aperture - let alone a support.

FIG. 1 of D'Andrea merely discusses a mirror allegedly visible from the exterior of the front cover. D'Andrea also discusses a mirror in D'Andrea's prior art U.S. Patent No. 5,031,935 (See D'Andrea, col. 1, lines 47-60). Regardless, D'Andrea only discusses "images ... attached to the inner surfaces of a book's front and back cover." (D'Andrea, col. 2, lines 10 an 11).

D'Andrea does not show or suggest a coin-receivable aperture located on the exterior of a book's cover. The Examiner is reminded that the Appeal Board has already decided on the patentability of a similar issue in the Appeal filed October 6, 2002 and decided on January 14, 2004 in the present case.

For at least the above reasons, none of the prior art, used either alone or in combination, shows or suggests applicant's invention of claims 8 and 45. Accordingly, applicant respectfully requests that the Examiner's rejections of claims 8 and 45 be withdrawn.

Conclusion

Applicants have demonstrated the claimed subject matter, including the pending claims, is in condition for allowance.

An early and favorable action is respectfully requested.

Respectfully submitted,

  
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